



IOWA PUBLIC TELEVISION (IPTV) BOARD - JUNE MEETING

Meeting. The [Iowa Public Television \(IPTV\) Board](#) met on June 8, 2016, in Johnston. The following topics were covered.

Fundraising Plan 2017. IPTV presented its annual blueprint to the Board for next year's fundraising efforts, and the Board approved the plan. Goals in the plan include raising:

- \$5.6 million in membership support.
- \$1.3 million in corporate support.
- \$704,000 in planned gifts.

Some of the strategies to increase fundraising revenue include:

- Continue canvassing efforts.
- Improve on-air pledges.
- Highlight emotional stories.
- Use better mailing techniques.

Other highlights of the presentation include:

- Fundraising has not recovered since fundraising decreased dramatically during the 2007-2009 economic recession, known as the Great Recession.
- Revenue has grown little during the last decade.
- Contributions have fluctuated between \$3.8 million and \$5.0 million over the last decade.
- Membership revenue is down 14.0% over the last year, including corporate revenue decreasing 20.0%.
- Planned gifts have decreased by nearly \$1.0 million over the last year.
- Expenses have increased 6.0% during the last year due to higher costs related to canvassing, postage, and printing.

Appointments. The Board approved appointments to the [IPTV Foundation Board](#) and reappointments to the Advisory Committee on Journalistic and Editorial Integrity.

Analytics Report. IPTV presented to the Board information on website and social media activities.

Highlights include:

- Approximately 1.5 million users have used the website over the past year.
- Digital traffic is moving away from websites and towards social media.
- IPTV has 25 social media pages across eight channels.
- On-air viewing is decreasing, but [on-demand viewing](#), such as on a tablet or phone, is increasing.
- IPTV plans to improve the website as a channel for viewing.

Next Meeting. The next meeting of the Board will be August 9, 2016, in Johnston at 10 a.m.

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